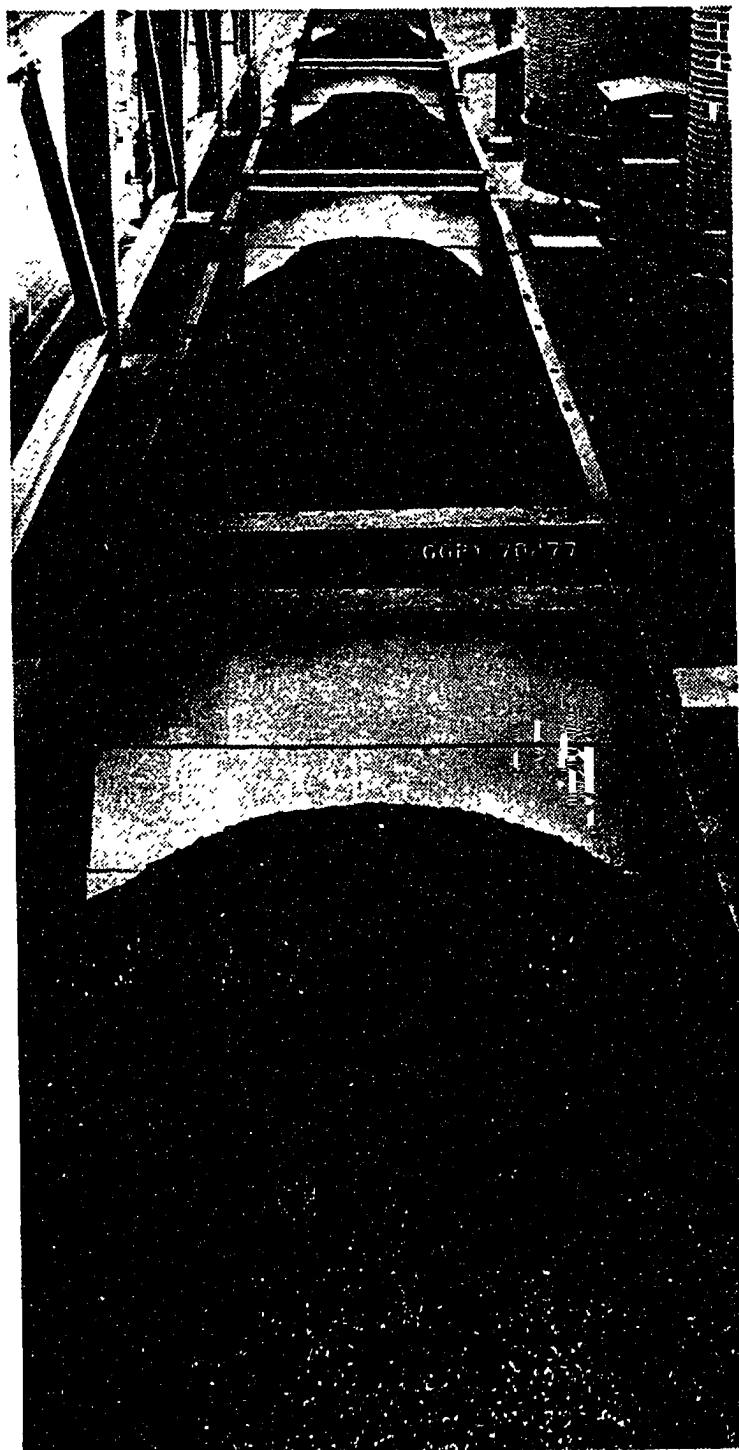




MISCONCEPTION:

Even though coal is plentiful, we shouldn't depend on it as a long-range source of energy because it has too many environmental drawbacks.



FACT: Much of the coal in our country's vast reserves has a high sulfur content, which may present environmental problems. To deal with these difficulties, The Southern Company system, along with other members of America's electric power industry, is researching ways to develop "clean coal." Through a process called solvent refining, pollutants can be removed from coal before it is used as a fuel. To prove the economic feasibility of such a process, our companies have taken a leadership role with construction of a pilot plant in Alabama. The studies there should show that coal can play an expanding role in electric generation, with adequate protection of the environment, for years to come. In the meantime, the system is also studying promising methods of cleaning up stack gases which result from the combustion of coal. Until such processes are proven, we plan to utilize high-quality, low-sulfur coal, as available, wherever its use is necessary to meet environmental standards. The best answers for coal are complex and elusive. But we're determined to help pin them down.

Since coal is the nation's most abundant energy resource, much effort is being directed toward minimizing its environmental impact.

The Southern Company system: working toward tomorrow, today.

Alabama Power Company Georgia Power Company Gulf Power Company Mississippi Power Company Southern Services, Inc. Southern Electric Generating Co.